

**EXECUTIVE SECRETARIAT  
ROUTING SLIP**

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Remarks

**3637** (10-81)

p/ Executive Secretary  
9/24/84  
 Date

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UNITED STATES DEPARTMENT OF EDUCATION

THE SECRETARY

SEP 18 1984

Executive Registry

84-9079

The Honorable William J. Casey  
Director of the Central Intelligence Agency  
Washington, D.C. 20505

Dear Mr. Director:

*Bill*  
As you may be aware, Senator Strom Thurmond has introduced, and the Senate has passed, a resolution making the week of September 23, 1984 National Historically Black Colleges Week. The House resolution continues to attract co-sponsors.

The White House Initiative on Historically Black Colleges and Universities will celebrate the anniversary of President Reagan's Executive Order 12320 on Monday, September 24th. The White House Initiative conference will be held at the Howard Inn, 2225 Georgia Avenue, N.W., Washington, D.C. 20001. I am delighted to enclose the agenda for that activity.

The White House Initiative Office has carefully designed this agenda to respond to a growing interest for more intensive interaction between the private sector and the nation's developing institutions.

We hope you will encourage your White House Initiative Agency Representative to attend this conference. Their continued support is pivotal to the success of this initiative.

If you have questions about the agenda, please do not hesitate to contact Dr. Edward M. Elmendorf, Assistant Secretary for Postsecondary Education at 245-9274.

Sincerely,

A handwritten signature in dark ink, appearing to read "Ted", followed by a horizontal line.

T. H. Bell

Enclosure



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UNITED STATES DEPARTMENT OF EDUCATION  
THE SECRETARY

SEP 18 1984

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Director of the Central Intelligence Agency  
Washington, D.C. 20505

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Sincerely,

**FED**

T. H. Bell

Enclosure

THIRD ANNIVERSARY OF EXECUTIVE ORDER #12320

"The Private Sector and Historically Black  
Colleges and Universities"

Sponsored by  
The White House Initiative on  
Historically Black Colleges and Universities

September 24, 1984  
The Howard Inn  
Washington, DC

\* \* \* \* \*

COFFEE

8:30 a.m. - 9:15 a.m. -----Lobby, Howard Inn

MODEL I  
Getting The Private Sector Into Your School

9:15 a.m. - 10:15 a.m. -----The Langston Room

The concept of a private sector Board of Advisors was raised in the report of Secretary Bell's Task Force on Fisk University, "Fisk And Its Future". This panel will discuss the work of that task force, as well as the steps which went into identifying and securing a private sector Board of Advisors to implement a Management Assistance Project at Fisk.

Moderator : Ms. Barbara R. Davidson, Special Assistant to the  
Assistant Secretary for Postsecondary Education

Participants: Dr. James Cheek, President, Howard University and  
Member, Fisk University Task Force

Dr. Edward M. Elmendorf, Assistant Secretary for  
Postsecondary Education

Mr. John Fitch, White House Office of Private Sector  
Initiatives

Dr. Henry Ponder, President, Fisk University

MODEL II

Endowment Building: Corporate Giving and Fundraising

10:30 a.m. - 11:30 a.m. -----The Langston Room

Any financially healthy institution receives funding from a variety of different sources. This panel will discuss the important role of fundraising in building a strong endowment.

Moderator : Dr. C. Ronald Kimberling, Deputy Assistant Secretary  
for Higher Education Programs

Participants: Dr. William Harvey, President, Hampton Institute

Mr. Roy Hill, Director, Development and Endowment  
Programs, Robert R. Moton Memorial Institute, Inc.

Other participants to be announced.

LUNCH BREAK

11:30 a.m. - 1:45 p.m. -----Open

MODEL III

Selling Yourself to the Private Sector

1:45 p.m. - 2:45 p.m. -----The Langston Room

The private sector has much to gain by developing a close working relationship with a local or regional institute of higher education. But, recognizing that there are over 5,000 such institutions in the country, how does a corporation select your school over another? This panel will explore some traditional and not so traditional answers to that question.

Moderator : Dr. Vincent Reed, Vice President for Communications,  
The Washington Post

Participants: Mr. Frank Rose, President, University Associates

Mr. Richard Wood, President, Wood & Jensen, P.C.

Other participants to be announced.

MODEL IV  
Federal Funds as Seed Money:  
Stimulating Private Sector Activities

3:00 p.m. - 4:00 p.m. -----The Langston Room

Targeting Federal funds to stimulate private sector activities at historically Black colleges and universities is a model which has been highly successful over the past three years of Executive Order 12320. This panel features individuals familiar with how this method is employed to encourage the flow of research and development funds. Panelists will discuss the process, and will give presidents some helpful hints when vying for these funds.

Moderator : Dr. Margaret Seagears, Executive Director,  
White House Initiative on Historically Black  
Colleges and Universities

Participants: Dr. Herman R. Branson, President, Lincoln University

Dr. Roosevelt Calbert, Program Coordinator for  
Minority and Science Programs, National Science  
Foundation

Ms. Rosslee Douglas, Director, Office of Minority  
Economic Impact, U.S. Department of Energy

Mr. Percy Pollard, Manager, Research Division, IMB  
Corporation

Ms. Bernice Williams, Advisor to the Secretary for  
Procurement Opportunity Programs, U.S. Department of  
Housing and Urban Development

CONCURRENT SMALL GROUP DISCUSSIONS

4:30 p.m. - 5:15 p.m.-----See Below

Each of the panels will reconvene, in the designated room, and will be available to further discuss their topic with interested college presidents. We encourage all to take advantage of this opportunity. A moderator will preside.

MODEL I-----The Langston Room

MODEL II-----The Reeve Room

MODEL III-----The Gregory Room

MODEL IV-----The Vashon Room